WHAT IS CLAIMED IS:

1. A goods information collecting system for collecting information on goods on a network, comprising:

an article contributing part for receiving contribution of an article on the goods;

an article recording and managing part for recording and managing the contributed article;

an article・goods linking part for associating the article with information on goods, and generating a link to the information on goods;

an article display part for displaying the article;

a log recording and managing part for recording and managing an operation history of users other than a contributor with respect to the displayed article;

an influence degree calculating part for calculating an influence degree of the article on sales of the goods based on the operation history; and

a point generating and managing part for generating and managing a point to be an incentive for purchasing goods for each contributor, based on the influence degree,

wherein the point is generated based on the operation history of other users with respect to the contributed article.

2. A goods information collecting system for collecting information on goods on a network in an EC (Electric-Commerce) site, comprising:

an article contributing part for receiving contribution of an article on the goods;

an article recording and managing part for recording and managing the contributed article;

an article・goods linking part for associating the article with information on goods, and generating a link to the information on goods;

an article display part for displaying the article;

a log recording and managing part for recording and managing an

operation history of other users with respect to the displayed article;

an influence degree calculating part for calculating an influence degree of the article on sales of the goods based on the operation history; and

a point generating and managing part for generating and managing a point to be an incentive for purchasing goods for each contributor, based on the influence degree,

wherein the point is generated based on the operation history of other users with respect to the contributed article.

3. A goods information collecting system according to claim 1, further comprising a contribution right providing part for providing a user with a contribution right, wherein the article contributing part receives contribution of an article only from the user provided with the contribution right.

4. A goods information collecting system according to claim 2, further comprising a contribution right providing part for providing a user with a contribution right, wherein the article contributing part receives contribution of an article only from the user provided with the contribution right.

5. A goods information collecting system according to claim 3, wherein the contribution right providing part further comprises a user information managing part for storing a purchase record of the user, and the contribution right is given only to the user who has a purchase record of goods targeted for contribution.

6. A goods information collecting system according to claim 4, wherein the contribution right providing part further comprises a user information managing part for storing a purchase record of the user, and the contribution right is given only to the user who has a purchase record of goods targeted for contribution.

7. A goods information collecting system according to claim 1, wherein the

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influence degree is calculated based on a purchase number or a purchase amount obtained when users other than a contributor of an article on particular goods access information on the particular goods based on the article and purchase the particular goods.

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8. A goods information collecting system according to claim 2, wherein the influence degree is calculated based on a purchase number or a purchase amount obtained when users other than a contributor of an article on particular goods access information on the particular goods based on the

10   article and purchase the particular goods.

9. A goods information collecting system according to claim 3, wherein the influence degree is calculated based on a purchase number or a purchase amount obtained when users other than a contributor of an article on

15   particular goods access information on the particular goods based on the article and purchase the particular goods.

10. A goods information collecting system according to claim 5, wherein the influence degree is calculated based on a purchase number or a purchase

20   amount obtained when users other than a contributor of an article on particular goods access information on the particular goods based on the article and purchase the particular goods.

11. A goods information collecting system according to claim 6, wherein the

25   influence degree is calculated based on a purchase number or a purchase amount obtained when users other than a contributor of an article on particular goods access information on the particular goods based on the article and purchase the particular goods.

30   12. A goods information collecting system according to claim 1, wherein the influence degree is calculated as a ratio of a purchase number or a purchase amount obtained when users other than a contributor of an article on

particular goods access information on the particular goods based on the article and purchase the particular goods, with respect to a sold number or a sold amount of the particular goods in a predetermined period.

5   13. A goods information collecting system according to claim 2, wherein the influence degree is calculated as a ratio of a purchase number or a purchase amount obtained when users other than a contributor of an article on particular goods access information on the particular goods based on the article and purchase the particular goods, with respect to a sold number or a

10   sold amount of the particular goods in a predetermined period.

14. A goods information collecting system according to claim 3, wherein the influence degree is calculated as a ratio of a purchase number or a purchase amount obtained when users other than a contributor of an article on

15   particular goods access information on the particular goods based on the article and purchase the particular goods, with respect to a sold number or a sold amount of the particular goods in a predetermined period.

15. A goods information collecting system according to claim 7, wherein the

20   influence degree is calculated as a ratio of a purchase number or a purchase amount obtained when users other than a contributor of an article on particular goods access information on the particular goods based on the article and purchase the particular goods, with respect to a sold number or a sold amount of the particular goods in a predetermined period.

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16. A goods information collecting system according to claim 10, wherein the influence degree is calculated as a ratio of a purchase number or a purchase amount obtained when users other than a contributor of an article on particular goods access information on the particular goods based on the

30   article and purchase the particular goods, with respect to a sold number or a sold amount of the particular goods in a predetermined period.

17. A goods information collecting system according to claim 12, wherein the point generating and managing part increases/decreases the point in inverse proportion to a ratio of the number of accesses to information on the goods prior to contribution of an article on the goods, with respect to the desired

5   number of accesses to the goods.

18. A goods information collecting system according to claim 16, wherein the point generating and managing part increases/decreases the point in inverse proportion to a ratio of the number of accesses to information on the goods

10   prior to contribution of an article on the goods, with respect to the desired number of accesses to the goods.

19. A method for collecting information on goods on a network, comprising:
        receiving contribution of an article on the goods;

15   recording and managing the contributed article;
        associating the article with information on goods, and generating a link to the information on goods;
        displaying the article;
        recording and managing an operation history of other users with

20   respect to the displayed article;
        calculating an influence degree of the article on sales of the goods based on the operation history; and
        generating and managing a point to be an incentive for purchasing goods for each contributor, based on the influence degree,

25   wherein the point is generated based on the operation history of other users with respect to the contributed article.

20. A computer-readable recording medium storing a program for implementing a method for collecting information on goods on a network, the

30   program comprising:
        receiving contribution of an article on the goods;
        recording and managing the contributed article;

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associating the article with information on goods, and generating a link to the information on goods;

displaying the article;

recording and managing an operation history of other users with

5   respect to the displayed article;

calculating an influence degree of the article on sales of the goods based on the operation history; and

generating and managing a point to be an incentive for purchasing goods for each contributor, based on the influence degree,

10   wherein the point is generated based on the operation history of other users with respect to the contributed article.